

Casteel's Cut Rate Cash Market

TORRANCE, CALIFORNIA

Announcement

After having traveled throughout Southern California and having spent some time in TORRANCE studying conditions and possibilities here, I realize the wonderful opportunities that are in store here for the wide-awake business man. The man who has vision, who thinks for the people and of the people, and not alone of his pocket-book.

It gives me great pleasure to announce the opening of "CASTEEL'S CUT RATE CASH MEAT MARKET" on Saturday, May 7th, in the TORRANCE GROCERY, located in the Brighton Building, TORRANCE—better known as THE FIRST STORE IN TORRANCE.

By selling for strictly CASH I will be able to do three things:

First—Give you the benefit of my vast experience in buying.

Second—Give you prices that will startle you, to say the least.

Third—Pay CASH for my purchases and not be obligated to any packing-house.

Quality will be the first consideration. But I shall buy from the packer, or packers, that will give me the best prices.

My "CUT RATE" price list will be out in a few days—subject to changes each week. By changes I mean this: When I can buy cheaper you can buy cheaper. My margin of profit is set for a percentage that is below the standard allowed by the United States Government. And I want to tell you here and now that I am only striving for that percentage and no more.

You, dear housewives, are striving to save every penny you can. It is my desire to help you. Carefully compare my price list with the exorbitant prices you are now paying. If you can save on your purchases you can get that home paid for quicker; you can get that automobile, hat, dress, things for the kiddies, and many other things you desire, more quickly. If my conservative buying is going to help you save money, then do your marketing with me. See that you are on my mailing list. Watch the newspapers each week for bargains. Phone me for price changes. Give me the opportunity and I will save you money.

Very respectfully,

W. T. CASTEEL.

The Real Meaning of Savings Demonstrated in These Prices

BEEF		MUTTON AND LAMBS	
Round Steaks, per lb.....	28c	Chops, per lb.....	34c
Flank Steaks, per lb.....	25c	Legs, per lb.....	28c
Serloin Steaks, per lb.....	30c	Shoulders, per lb.....	22c
Serloin Tip, per lb.....	26c	Breast, per lb.....	18c
Porterhouse Steaks, per lb.....	34c		
Rib Steaks, per lb.....	25c	VEAL	
Rump Roast, 1st Cut, per lb.....	21c	Steaks, per lb.....	43c
Rump Roast, 2nd Cut, per lb.....	20c	Cutlets, per lb.....	38c
Rump Roast, 3rd Cut, per lb.....	18c	Roasts, per lb.....	35c
Rump Bones, per lb.....	06c	Breast, per lb.....	22c
Shoulder Roast, per lb.....	20c	Shoulder, per lb.....	20c
Chuck, 2 lbs. for.....	25c		
Short Ribs, per lb.....	11c	LARD	
Boiling Meat, per lb.....	10c	Best Lard, per lb.....	15c
Shank Soup Bones, per lb.....	06c	Compound, per lb.....	10c
		BACON	
PORK		Swift's Premium Sliced, in 1 lb. boxes.....	60c
Chops, Choice, per lb.....	32c	Best Eastern Bacon, per lb.....	45c
Chops, Shoulder, per lb.....	29c	Best Bacon Strips, per lb.....	18c
Steaks off Round, per lb.....	34c	HAM	
Roasts, Hams, per lb.....	28c	Swift's Premium, Whole or Half, per lb.....	41c
Roasts, Shoulder, per lb.....	22c	Swift's Premium Boiled Ham, Whole or Half.....	53c
Spare Ribs, per lb.....	23c	CHICKENS	
Side Pork, per lb.....	15c	Dressed Hens, per lb.....	35c
Heads, per lb.....	09c	Hamburger, per lb.....	15c
Leaf Fat, per lb.....	17½c	Liver, per lb.....	18c
Back Fat, per lb.....	10c		
Shanks, per lb.....	15c	Sausages of All Kinds	